

“A STUDY ON SERVING CLASS PERSONNEL’S ATTITUDE TOWARDS ALLOPATHIC OR AYURVEDIC SYSTEM OF MEDICINE FOR MANAGING LIFESTYLE DISORDER W.R.T PANVEL, KALAMBOLI, KHARGHAR”

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ABSTRACT

Lifestyle disorders are disorders that is associated with the way a person live or a group of people lives. It appears to increase in frequency as our country tends to become more industrialised and the mortality rate decreasing. The lifestyle disorder been also called as disease of longevity or disease of Civilisation. The categorized lifestyle disorders includes Hypertension (High BP), Diabetes, Obesity, Low back pain, Migraine, Hyperlipidemia (High Cholesterol), Constipation, etc. The factors that tend to bring about the prevalence towards lifestyle disorder include faulty food habits, lethargy, wrong body posture and the imbalance in physiological functioning. This research would help to understand the awareness level of about Life Style based Disorder and to understand the serving class personnel’s attitude towards both of these systems of medicine in management of the Life Style based Disorder. With the help of this study, one can understand the various attributes which affect the preference of the consumers while the selection of treatment.

KEYWORDS: *Serving Class Personnel, Attitude, Allopathy, Ayurveda, Lifestyle Disorder*

Original Article

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INTRODUCTION

The lifestyle disorders, its ratio has tended to increase in frequency as our country is becoming more industrialised and the life span of population is increasing spontaneously.

There is advancement not only in the field of trade or business but also in the field of science mainly the medicine. With the boom of life style disorders it is an important task to understand the attitudes of the working population for the prevention and cure, or management of the life style disorders through the various systems of medicine such as that of the Allopathic or Ayurvedic system of medicine. The purpose of this study is to support the evidence based attitude towards managing the disease of civilization also known as the life style disorders. This study on attitudes of the working population helps to bring about an implication on supporting the AYUSH and to create the importance of Ayurvedic system of medicine and to provide a focusing attention to develop education and research in Ayurvedic system of medicine. To increase the awareness of Ayurvedic system of medicine which in turn improves the cost factor of Ayurvedic Doctors leading to bring about a boom in the Ayurvedic Pharmaceuticals industry as well. There is a tremendous changing role of both the Ayurvedic and Allopathic system of medicine for the management of lifestyle disorders in today’s era. It is been estimated by World Health Organisation that by 2020 two third of the global burden of disease will be attributable to disease associated with the life-style. Consumer attitudes are a

composite of a consumer's (1) beliefs about, (2) feelings about, (3) and behavioral intentions toward some product or service-within the context of marketing, usually a brand.

The life style diseases thus on the other hands are based on concentrating on the genesis of disease which influence up to 90% of the outcome of the chronic diseases. The preferences of the consumer are a positive motivation, expressed by the emotional compatibility towards a specific product or service. It is been predicted that globally from the non- communicable disease the deaths will increase by about 77% from 1990 to 2020 and most of the deaths will increase in the developing countries including India. These conditions are not only causing enormous human sufferings but also the rising threat of lifestyle disorders is combated with existing knowledge and comprehensive and consistent actions at country level, led by national governments.

Today, the healthcare professionals from various systems of medicine are increasingly realizing the need to focus on excellence of treatment as a measure to improve their competitive position. Patient based attributes and views of curative treatment, therefore, play an important role in selection of system of medicine. Effective or Curative Treatment and patient satisfaction are found to be strong drivers for patient's preference in the context of selection of specific system of medicine in India. This study would help to analyze the patients perception about the treatment for a specific lifestyle disorders.

OBJECTIVES

- To study the concept of lifestyle disorders according to the Allopathic and Ayurvedic system of medicine.
- To study the awareness level of serving class personnel's about the life style disorders.
- To study the range of different types of lifestyle disorders amongst serving class personnel.
- To study the attitude of serving class personnel's towards Allopathy and Ayurvedic system of medicine for the management of lifestyle disorders.
- To study the association between various types of lifestyle disorder and preferences of working professional for various systems of medicine.

Research Methodology: This research study is a Descriptive Research Study. The information is collected through following stages

Primary Data

- Questionnaire- The primary data is collected through distribution of questionnaires to the serving class personnel's

Secondary Data

- Articles published in newspaper, magazines and book
- Inference , opinions and views of the media people
- Various website

Sample Size

- Serving class personnel’s- 100

Sampling Method: Stratified Cluster Random Sampling Method

Samples (serving class personnel) are working with different sectors as:

Entrepreneur Banks Retail Manufacturing

Academics IT- Sector Hospital

Limitations of the Study

- A sample size cannot be always representing the whole population.
- The study will be restricted to only one city
- This study is restricted only to two Systems of medicine i.e. Allopathy and Ayurveda.
- This study is restricted only to serving class personnel of limited sectors like IT, Real estate, Retail,
- Academics, Entrepreneurs.
- 5. In this study the limited lifestyle disorders are taken into consideration.
- Access – The study depends on having access to serving class personnel and healthcare professionals. If
- For whatever reasons, access is denied or limited then it might be a limitation of the study.
- The size, convenience and homogeneity of the sample limit might be a limitation of the study.
- Only 100 serving class personnel’s would be covered due to time constraint.

Findings

Amongst the 100 serving class personnel’s participated from the targeted area 28.37% in Kharghar, 25.33 % in Panvel and 23.30 % in Kalamboli gets the benefits of re-imbursement or health expenditure from the respective organisations. In serving class personnel’s between the age group of 18-30 yr, 26% are prevalent towards suffering from Migraine and 23% suffer from Constipation & Piles. Amongst the age group of 31-40 yrs., Obesity and Hypertension contributes to about 18 % and 16 % respectively with low back pain of about 14%. In age group amongst more than 40yrs, Diabetis contributes to about 56%, Hypertension 50%, Hyperlipidemia 45%, low back pain 40 %. The attitude of the serving class personnel towards their selection of medicine for managing the lifestyle disorders ranked the Allopathic system of medicine with a range of about 65% preference and 35 % preference for Ayurvedic system of medicine. Allopathy is preferred to a larger extent with a factor of providing immediate results of treatment as time is an important factor for the serving class personnel. The attributes that influences the high preference for Allopathic system of medicine includes reasonable price, availability, fast effect, accessibility, ease of medication, faith and past experience on the other hand the attributes for higher preference toward Ayurvedic system of medicine includes quality of medicines, various variety of medicines, low side effects and ease of medication. The level of satisfaction experienced is about 85% are very much satisfied with Allopathic system of medicine with 10% of being very dissatisfied and level of satisfaction towards Ayurvedic system of medicine is about 40%. Hence, there is higher level of satisfaction for Allopathy as compared to

Ayurveda & Yoga.

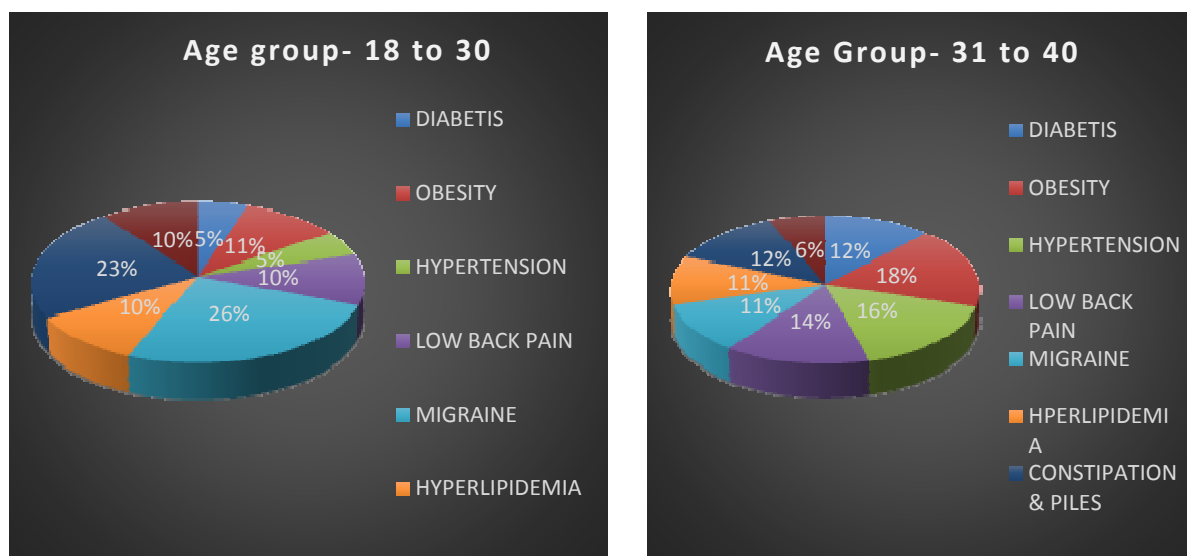


Figure 1

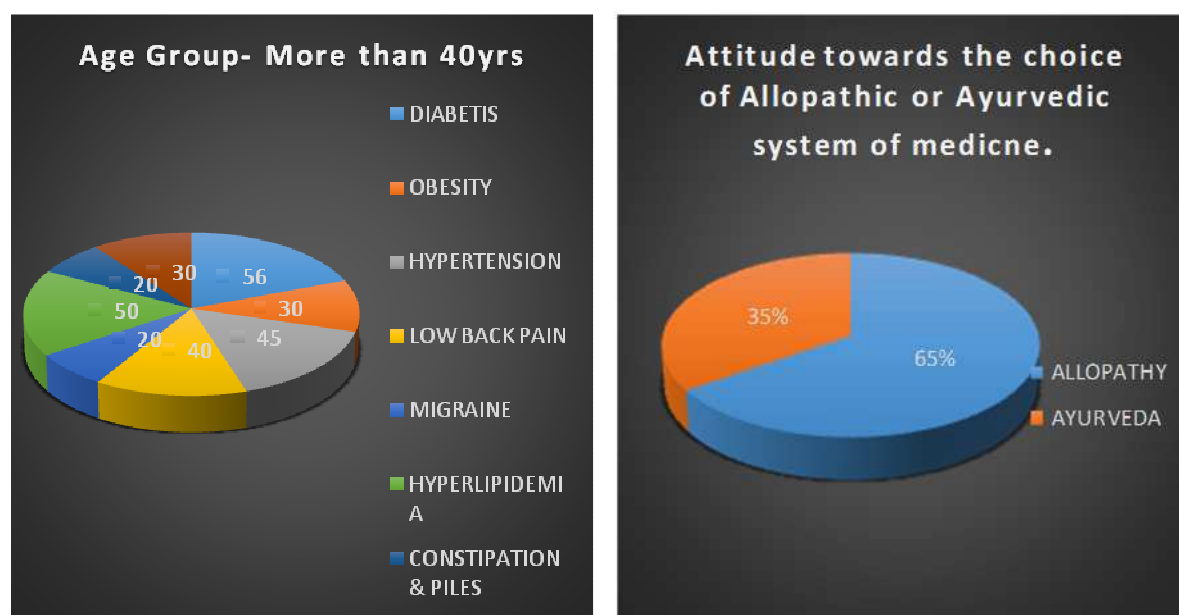


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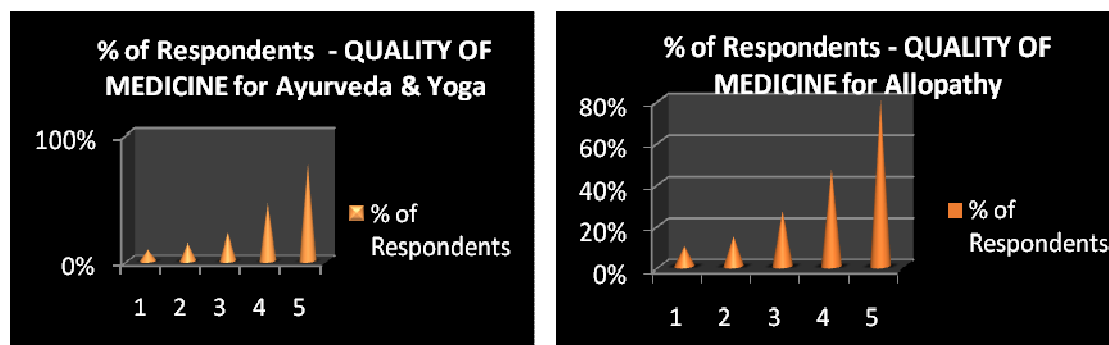


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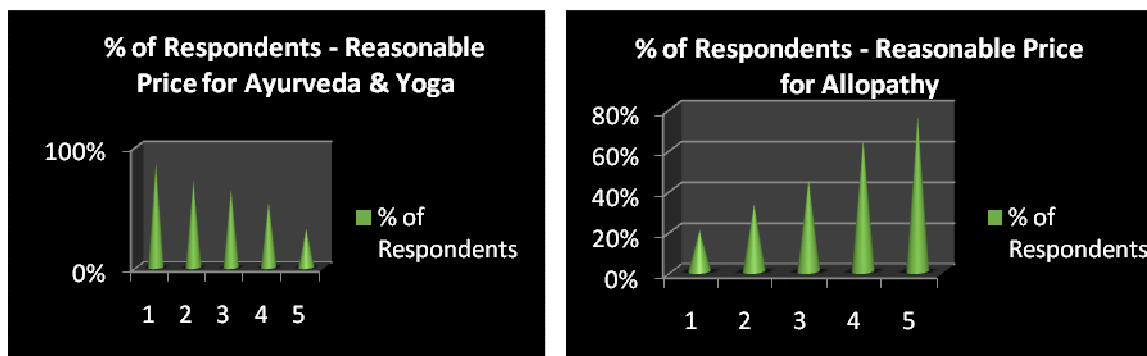


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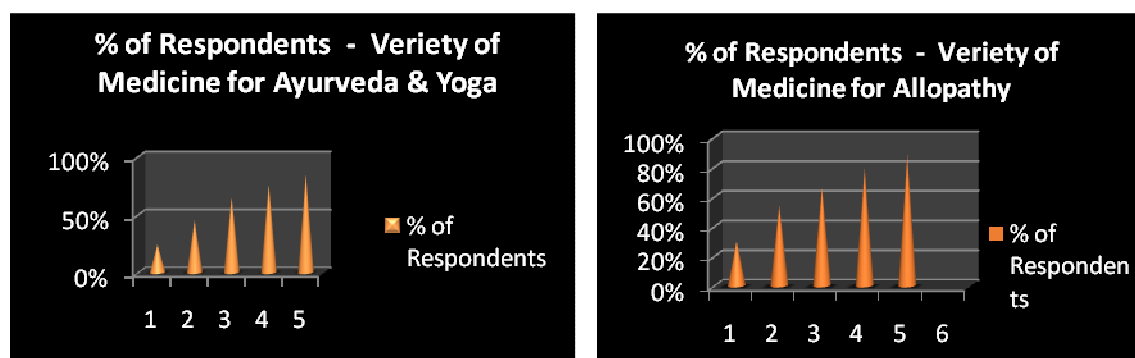


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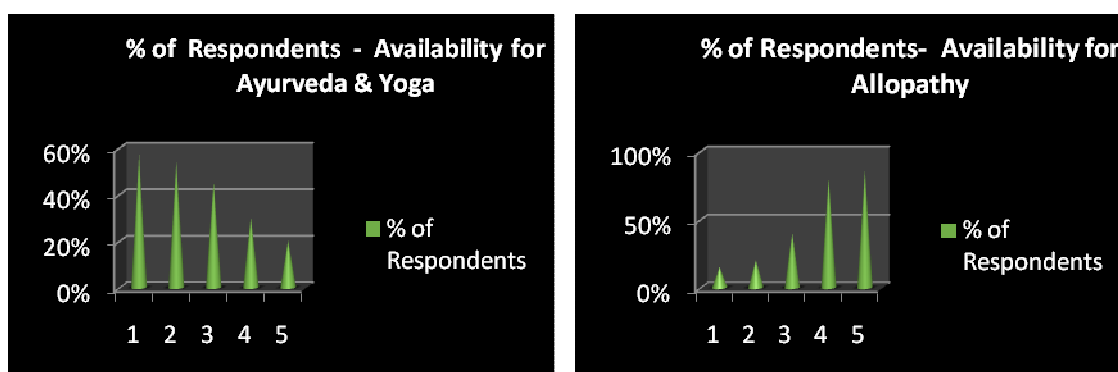


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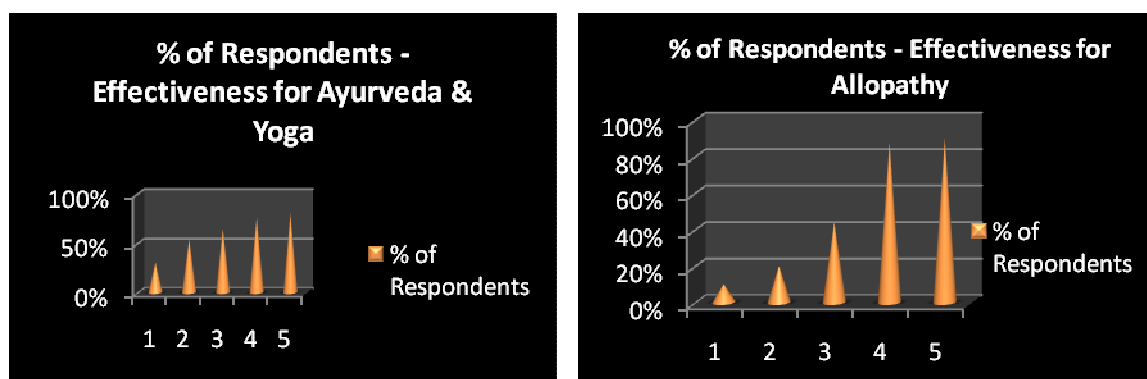


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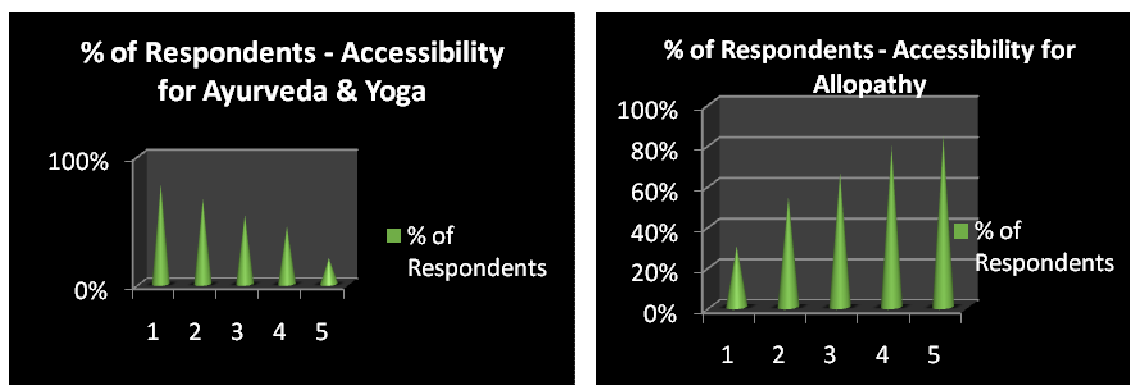


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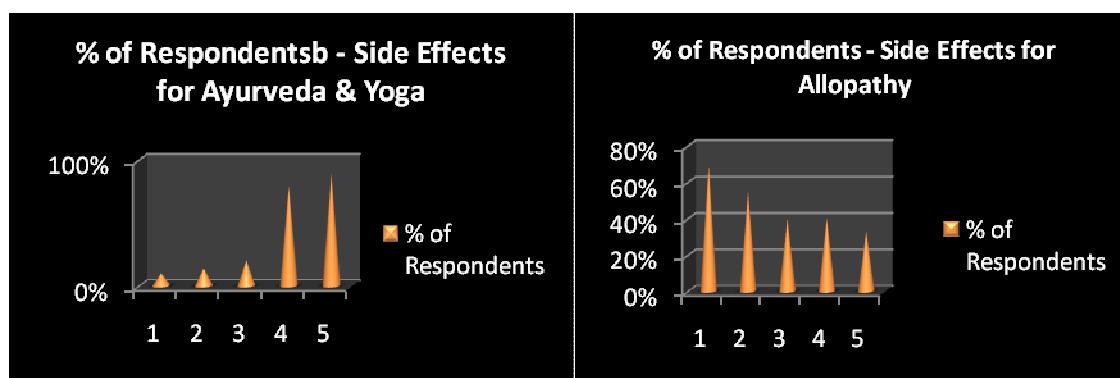


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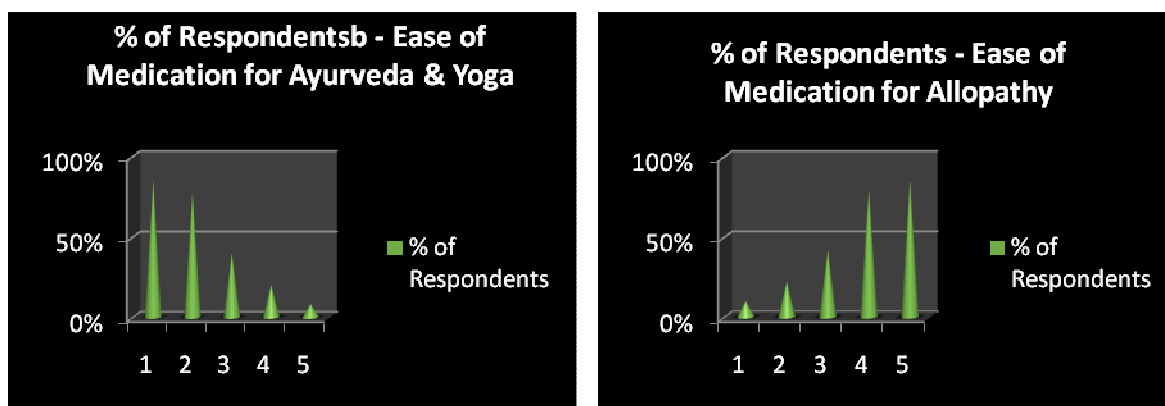


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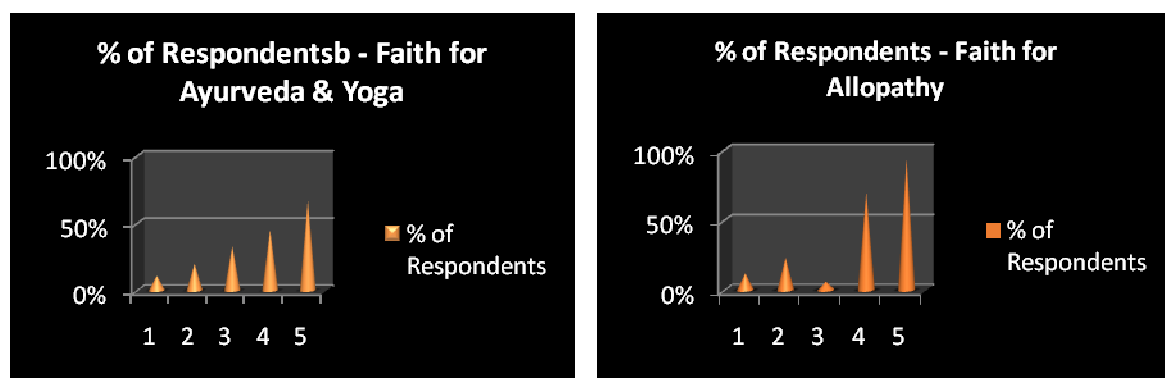


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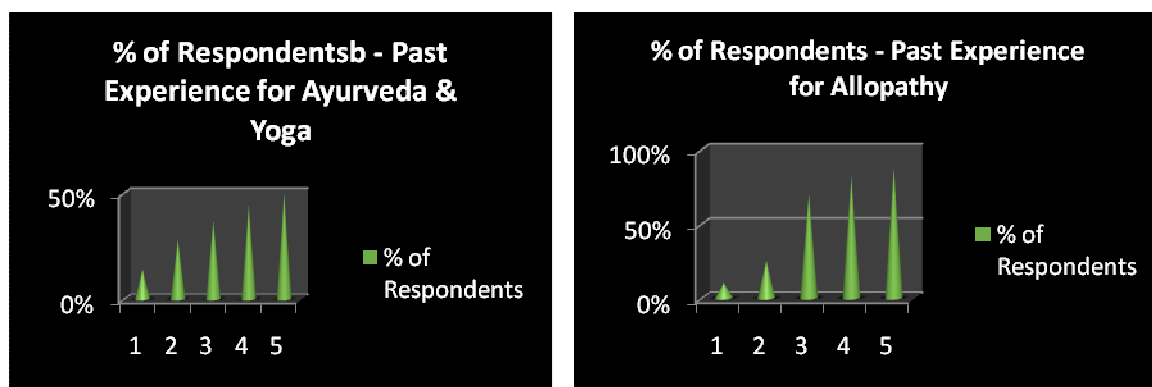


Figure 12

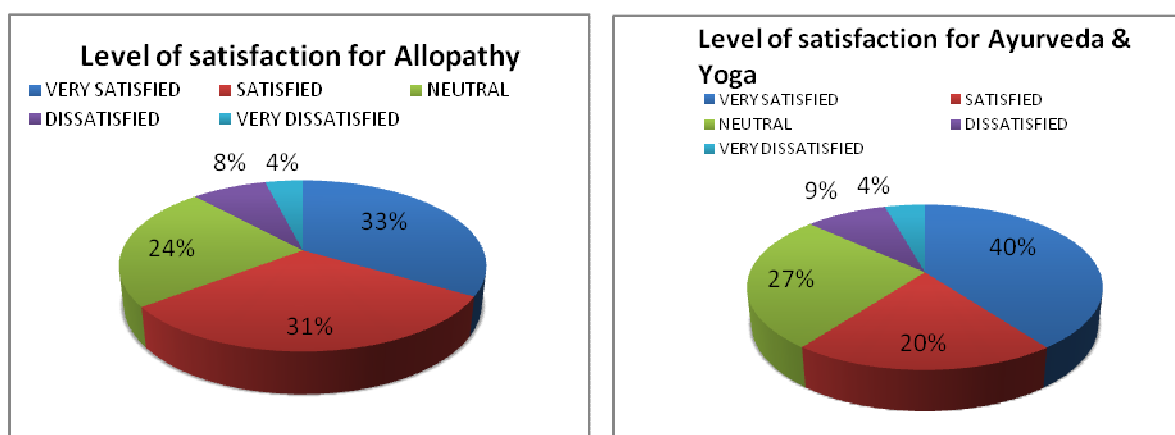


Figure 13

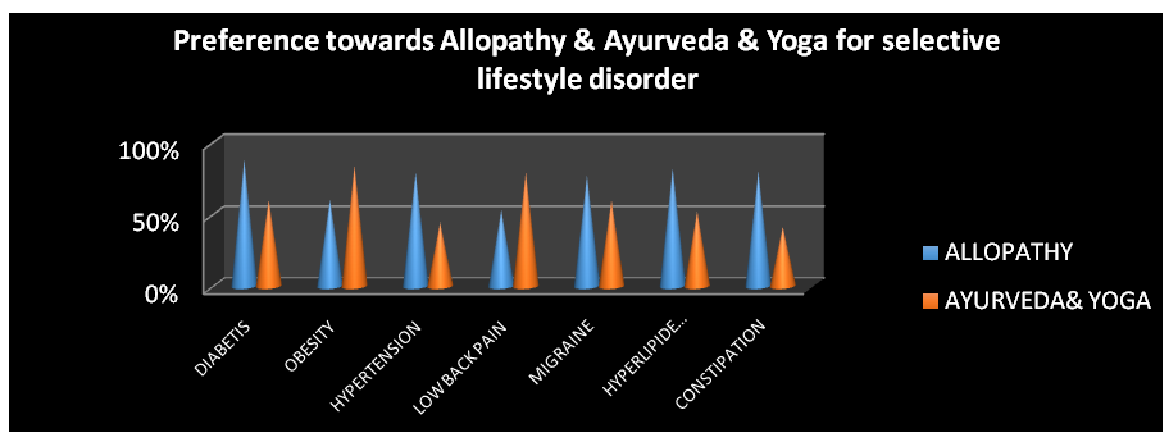


Figure 14

CONCLUSIONS

There is a preference for Allopathic system of medicine to a larger proportion than that of Ayurvedic system of medicine for the management of lifestyle Disorders. The serving class personnel’s opt out to select Allopathic system of medicine as time is an important factor in today’s fast running schedule of every individual. Though the Ayurvedic system of medicine has a great potential of curing a major amount of lifestyle disorder; it is been laid back with the cause of providing a slow pace of treatment and it is time consuming process. The major feature or attribute that influence the higher preference for Allopathic system of medicine is mainly the fast effectiveness, accessibility on contrary to Ayurveda

system of medicines includes features like quality of medicines, various varieties of medicine, low side effects. For increasing the importance of Ayurvedic medicine so as to generate more preference, an initiation to be taken by the Ayurvedic system of medicine by conducting camps. Organization to provide coverage not only for the modern system of medicine but should also provide re- imbursement or health package coverage for alternative system of medicine. Ayurvedic system of medicine should develop some kind of immediate responsive medicine so as to compete with that of allopathic medicine.

RECOMMENDATION AND SUGGESSTION

- Increasing the importance of Ayurvedic medicine so as to generate more preference.
- Initiation to be taken by the Ayurvedic system of medicine to increase its awareness by conducting camps.
- Organization to provide coverage not only for the modern system of medicine but should also provide re- imbursement or health package coverage for alternative system of medicine.
- Ayurvedic system of medicine should develop some kind of immediate responsive medicine so as to compete with that of allopathic medicine.
- Community education and community building needs to be initiated and developed by AYUSH to increase its awareness by dealing with large masses of population through newsletters, blogs, health campaigns, etc.
- Days like International Yoga Day should be considered as a strategy by the professionals and should be implemented as a part of day to day routine.

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